

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

The North Platte Floral Co. and Nurseries, Inc.

The Flower Shop

Catalog and Price List



Visitors always welcome at

Our Greenhouses, 1016 West Twelfth.
By W. H. D.

Phone 343. Our Flower Shop 411 Dewey St. Phone 590.

Our Flower Shop, 111 Dewey St. Home 2222.

We Grow We Beaufitv

We Grow We Plant We Decorate We beautify

Your Home Inside and Out

EMIL MERSCHEID

Hello Friends:

Listen in on our Garden and Flower talks over Station KGNF, 1430 K. C., every day except Sunday, from 12:45 to 1:00 Central time.

Flowers for all occasions.
Plants for your home and garden.
Seeds and bulbs

- Trees for shade—beauty and windbreaks.
- Evergreens and Hedges.
- Ornamental Shrubs for Landscape Service.
- Birds—Bird Cages and Accessories.
- Gold Fish and Aquarium Supplies.

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

Visit Our Greenhouses Flower Shop Nurseries

PERSONAL GREETINGS:

To Our Friends and Patrons:

In February, 1917, The North Platte Floral Co. started in a very small way, locating in the 1000 block on West Twelfth Street, on the Lincoln Highway, leading into North Platte from the west. Today we have the 900 block for the nursery, salesground and growing of seedlings. The ten hundred and eleven hundred blocks are used to grow flowers, bulbs and perennials.

The Flower-Shop, at 411 Dewey Street, in charge of Mr. Wm. Bosch, is a very interesting place to visit. There are birds of different types; fish, especially goldfish; aquariums, fish, bird supplies; flowers in season, and plants of all types are here for the convenience of our patrons.

Our nurseries are located five and one-half miles west of the city and in this nursery we grow apple, plum and cherry trees, especially some of the newer varieties; ornamental shrubs, shade and wind-break trees. Our aim is to supply western Nebraska with trees and shrubs of high quality, grown and acclimated to reduce losses in planting and with it goes our personal service.

We will thank you for any orders and assure you of high quality and reasonable prices at all times. When ordering cut flowers, potted plants, etc., they will be shipped immediately upon request, as well as seeds and supplies, bedding and vegetable plants. Nursery stock will be shipped in the proper planting season. Prices are net F. O. B. North Platte. Nursery stock and heavy plants will be sent by express or freight collect unless otherwise requested.

Terms: Cash with order. On C. O. D. orders of nursery stock send 25 per cent of the amount of the order.

Terms to customers with established credit, to all Lodges and Societies and individual organizations as usual.

Special discount: We offer a special 5 per cent discount on all nursery stock if orders are received before April 1st, 1931.

GUARANTEE: We ship out only first class, clean, healthy stock as described herein. Whenever dissatisfied, write us immediately and adjustment will be made to your complete satisfaction.

Yours very truly,

EMIL MERSCHEID.

Thirty-one Years of Experience in Flowers and Trees.

Ornamental and Shade Trees

Chinese Elm

The most remarkable, talked of tree of the century. Hardy, very fast growing, disease free, adaptable to all soils and climatic conditions, it is likewise drouth proof and will thrive where other trees fail to live. In China, where it originated, it grows successfully in high altitudes along irrigation ditches and even at 4,500 feet attains a good height. The tree is similar to our American Elm but grows three to four times as fast, is more upright and graceful and makes an equally attractive tree whether planted on the street or boulevard or whether used for grove plantings, windbreaks or hedges. Can be trimmed to any height hedge wanted. We have probably one of the largest blocks of these trees in the Northwest, grown from seed here which was selected and hand-picked from specially fine specimens. We offer a complete variety of grades from 1 yr. seedlings to two-inch caliber trees, 10 to 14 ft. high.

Our Chinese Elm trees are grown in nursery rows 42 inches apart between rows—in the rows 24 inches apart. This means a lot to you—they have more caliber from the bottom up. That means they are not grown spindly to get height from the beginning. We need a tree in our vicinity sturdy and strong. The wind whipping will not hurt a sturdy tree.

Prices: Transplanted Trees, Freight or Express Collect

Prices for Chinese Elm

| | Each | 12 | 100 |
|------------------------------------|-----------------|---------|---------|
| 2- 3 ft. tr..... | \$0.25 | \$ 2.50 | \$20.00 |
| 3- 4 ft. tr..... | .50 | 5.00 | 35.00 |
| 4- 5 ft. tr..... | .75 | 7.50 | 55.00 |
| 5- 6 ft. tr..... | 1.50 | 15.00 | |
| 6- 8 ft. tr..... | 2.00 | 20.00 | |
| 8-10 ft. tr..... | 3.50 | 35.00 | |
| 8-10 ft. light grade each | \$2.50 and 3.00 | | |
| 8-10 ft. heavy, each | 3.50 | | |
| 2 in. cal..... | 4.50 | 45.00 | |

Prices of Following Varieties

| | Each | 12 |
|---------------------|-----------|----------------|
| Norway Poplar.. | 8-10 ft. | \$1.50 \$10.00 |
| Hackberry | 5- 6 ft. | 1.50 15.00 |
| Hackberry | 6- 8 ft. | 2.50 25.00 |
| Hackberry | 8-10 ft. | 3.50 35.00 |
| Silver Poplar | 8-10 ft. | 2.50 |
| Lombardy Popl.. | 8-10 ft. | 2.00 |
| Lombardy Popl.. | 10-14 ft. | 2.50 |
| Bolleana Poplar.. | 6- 8 ft. | 2.00 20.00 |
| Bolleana Poplar.. | 8-10 ft. | 3.00 30.00 |
| White Birch | 6- 8 ft. | 2.50 25.00 |
| Maple Swedler... | 6- 8 ft. | 4.00 40.00 |
| Maple Swedler... | 8-10 ft. | 6.00 60.00 |



Chinese Elm

All our nursery stock is state inspected. Free of insects and disease.

Varieties Not Doing Well Here

We Do Not List

| | Feet | Each | 12 |
|-----------------------|-------|--------|---------|
| Russian Olive | 3- 4 | \$0.60 | \$ 5.50 |
| Maple Swedler..... | 6- 8 | 4.00 | 40.00 |
| Mountain Ash | 5- 6 | 1.50 | 15.50 |
| Mountain Ash | 6- 8 | 2.00 | 20.00 |
| American Elm..... | 6- 8 | 1.00 | 10.25 |
| American Elm..... | 8-10 | 2.00 | 20.25 |
| White Birch..... | 5- 6 | 2.00 | 20.00 |
| Honey Locust | 5- 6 | 1.00 | 10.00 |
| Honey Locust | 6- 8 | 1.50 | 15.00 |
| Honey Locust | | 2.00 | 20.00 |
| Niobe Willow..... | 8-10 | 2.50 | |
| Wis. Wp. Willow... | 5- 6 | 1.00 | |
| Wis. Wp. Willow... | 10-12 | 3.00 | |
| Bechtel's Crab..... | 4- 5 | 1.50 | 18.00 |
| C. L. Birch Weeping.. | 6- 8 | 5.00 | 50.00 |
| C. L. Birch Weeping.. | 8-10 | 7.50 | 75.00 |

We have many other varieties of trees not listed herein which we are glad to quote on request.

Catalpa we do not recommend. They are not desirable under our soil and climatic conditions.

Horse Chestnut, 5-6 ft., \$2.00 each.

Roses

Climbers, Ramblers, Tea and Tea Hybrids

Prices on All Varieties as Listed Below

| | | |
|---------------------------|-------------|----------------|
| No. 1—Large bushes..... | \$1.00 each | \$10.00 for 12 |
| No. 2—Smaller bushes..... | .50 each | 5.00 for 12 |

EVERBLOOMING CRIMSON RAMBLERS

Pauls Scarlet, Dr. Van Fleet (scarlet), Dorothy Perkins (pink), Exelsa (red), Memorial Rose (white), Gardenia (yellow).

Above named varieties we find most hardy here. We carry many other varieties not quite so hardy. American Pillar, Climbing American Beauty, Seven Sisters, Tausend-schoen and many more.

TEA ROSES OR TEA HYBRIDS

Bloom first summer, come in following colors: Mrs. Chas. Bell (pink), Gruss an Teplitz (red, hardest of all), K. A. Victoria (cream white), Lady Hillington (orange yellow), Radiance (red and pink).

HYBRID PERPETUAL ROSES

Bloom first summer, American Beauty, (red and white), General Jack (crimson), Geo. Ahrends (pink).

BABY ROSES (Dwarf)

Come in colors of red, pink and white.

RUGOSA ROSES

Persian (yellow), the old hardy stand-by; Belle Poiteville (pink), Grotendorst (crimson), Hansa (reddish violet), Sir Thomas Lipton (white).

For other varieties not listed here—ask us.

PEONIES (Red)

| | | |
|-------------------------------|-------------|----------------|
| Felix Crouse (beautiful)..... | \$1.50 each | \$15.00 per 12 |
| General McArthur (red)..... | 1.25 each | 12.50 per 12 |

All below named varieties at \$1.00 each, \$10.00 per 12. Fragrans (light red), late; Louis Van Houtte (dark red), midseason; Festiva Maxima (white), considered best; Queen Victoria, Albatre, Bryants (white), Paul Neyron (dark pink), Md. Emile Galle (light pink), Eugene Verdier (lavender tinted, pink).

Small Peony roots for growing on at 3 for \$1.00.

These come in three colors: red, pink and white. Same size as advertised by mail-order houses.

IRIS

Standard varieties (Germanica) assorted varieties at \$1.50 per dozen.

PHLOX

Special three for \$1.00. Red, white or pink, or one of each postpaid.

Ornamental and Flowering Shrubs

Beautify Your Home Grounds

"It's Not a Home Until It's Planted"

Beautify your home surroundings by planting our hardy shrubs extensively, suitable for all purposes. Space does not permit us to describe all varieties, so we will mention just a few of the latest introductions, which we have added to our list.

SPIREA VAN HOUTTE (Bridal Wreath)

| | Each | 12 | |
|--------------------------------|--------|---------|--|
| 4- 5 ft., heavy specimen..... | \$1.00 | \$10.00 | |
| 3- 4 ft., heavy | .75 | 7.50 | |
| 2- 3 ft., medium specimen..... | .50 | 5.00 | |
| 18-24 in., medium | .40 | 4.00 | |

Hedging grades under Hedge.

GOLDEN SPIREA (Ninebark). 3-4 ft., 75c each; \$7.50 per 12.

SPIREA BILLARDI. Red spikes. Clumps. 2-3 ft., 75c each; \$7.50 per 12.

SPIREA FROEBELI (Pink). Clumps. 2-2½ ft., 75c each; \$7.50 per 12.

GARLAND SPIREA, 2-3 ft., 75c each.

WALLUFII SPIREA, 2-2½ ft., \$1.00 each.

VIRGINALIS MOCK ORANGE. A very fine new variety. Double, larger and more fragrant than all the other Mock Orange varieties. 2-3 ft., 75c each, \$7.50 per 12; 3-4 ft., \$1.00.

RED LEAVED BARBERRY. New and wonderfully effective. Blood red leaves from spring to fall. 12-18 in., \$1.00 each, \$10.00 per 12.

PRICE LIST FOLLOWING KINDS—ALL STRONG SPECIMENS IN SIZE For lighter grades look under Hedging.

| Spirea A. Waterer— | Each | 12 | | Red, White or Pink | Each | 12 |
|-------------------------------|---------|---------|------|---|-----------|----------------|
| 18-24 in. | \$0.75 | \$ 7.50 | | Honeysuckle | 3-4 ft. | \$1.00 \$10.00 |
| 12-18 in. | .60 | 6.00 | | Morrows H'ysuckle | 3-4 ft. | 1.00 10.00 |
| Althea 2-3 ft. | .75 | 7.50 | | Morrows H'ysuckle | 2-3 ft. | .75 7.50 |
| Snowball 2-3 ft. | 1.00 | 10.00 | | Tartarian H'ys'kle.. | 3-4 ft. | .75 7.50 |
| Hydrangea p. g.... 2-3 ft. | 1.00 | 10.00 | | Com. Mock Orange.. | 3-4 ft. | .75 7.50 |
| Hydrangea a. g.... 2-3 ft. | 1.00 | 10.50 | | Com. Mock Orange.. | 2-3 ft. | .50 5.00 |
| Cut Leaf Elder.... 2-3 ft. | .75 | 7.50 | | Tamarix | 4-6 ft. | 1.00 10.00 |
| Golden Elder..... 2-3 ft. | .75 | 7.00 | | Tamarix | 3-4 ft. | .75 7.50 |
| Syringa Avalanche.. 2-3 ft. | .75 | 7.50 | | Coralberry | 18-24 in. | .50 5.00 |
| Snowberry 3-4 ft. | .75 | 7.50 | | Buffalo Berry | 2-3 ft. | .75 7.50 |
| Double Flowering | | | | Prunus Triloba..... | 2-3 ft. | .75 7.50 |
| Almond 2-3 ft. | .75 | 7.50 | | Yellow Dogwood.... | 2-3 ft. | .75 7.50 |
| Forsythia G'ld'n'b'll 2-3 ft. | .75 | 7.50 | | Red Osier Dogwood | 3-4 ft. | 1.00 10.00 |
| Forsythia Weeping 2-3 ft. | .75 | 7.50 | | | | |
| Persian Lilac..... 3-4 ft. | 1.00 | 10.00 | | GRAFTED LILACS . Pres. Grevy, Chas. X, Mme. Abel Chatney, Belle de Nancy, 2-3 ft., \$1.00 each; 3-4 ft., \$1.25 each. | | |
| Persian Lilac..... 2-3 ft. | .75 | 7.50 | | | | |
| Philadelphus | | | | | | |
| Lemoine 2-3 ft. | .75 | 7.50 | | | | |
| Fernleaf Sumac | 2-3 ft. | .75 | 7.50 | | | |

All other varieties same price.
JOSIKAEA LILAC, 2-3 ft., 75c ea.
For smaller sizes look under Hedging.



MRS. HENRY FREELS
Hershey, Nebraska

Standing by one of the Chinese Elm trees purchased from us. This is a one year's growth from a 2-3 feet transplanted Chinese Elm. Grew better than 6 feet the first year on dry land; only 9 out of 550 trees died.

Vines and Climbers

ALL STRONG FIELD GROWN PLANTS

BITTERSWEET. Bright orange colored berries in fall. Strong plants 75c each; \$1.50 per 3.

SCARLET TRUMPET HONEYSUCKLE. Bright scarlet flower and berries. Strong 2 yr., each 50c; \$2.00 per 5.

HALLS JAPANESE HONEYSUCKLE. Nearly evergreen. Pure white flowers changing to yellow. 2 yr. strong, 50c each.

ENGLEMANS CREEPER. Very hardy, will cling to stone and stucco. 1 yr., 50c each; \$1.25 per 3.

HARDY SWEET PEAS. 35c; 3 for \$1.00. Extra heavy, 50c each.

CHINESE MAT-RIMONY VINE. Blue flowers, fast growing. 2-3 ft., 35c each; \$1.50 per 5 plants.



Clematis Jackmani



Honeysuckle Vine

CLEMATIS JACKMANI. Large purple flowers, Best of all the Clematis. \$1.00 and \$1.50. Prefer shady or semi-shady location.

CHINESE WISTARIA. Bears long clusters of pale blue flowers in June and July. Strong 2 yr., 75c each; 3 for \$2.00.

DECIDUOUS HEDGE

Per 100

| | | |
|---|-----------|---------|
| Barberry Thunbergi | 12-18 in. | \$25.00 |
| Barberry Thunbergi | 18-24 in. | 35.00 |
| Barberry Thunbergi | 2-3 ft. | 45.00 |
| Buckthorn | 12-18 in. | 15.00 |
| Buckthorn | 18-24 in. | 20.00 |
| Buckthorn | 2-3 ft. | 25.00 |
| Cotoneaster | 18-24 in. | 50.00 |
| Lilac, Purple Persians | 18-24 in. | 30.00 |
| Honeysuckle, Tartarian | 18-24 in. | 30.00 |
| Honeysuckle, Tartarian | 2-3 ft. | 40.00 |
| Honey Locust | 8-12 in. | 3.00 |
| Honey Locust | 12-18 in. | 4.00 |
| | 18-24 in. | 5.00 |
| Honey Locust | 12-18 in. | 15.00 |
| Privet, Amoor River, North | 18-24 in. | 20.00 |
| Privet, Amoor River | 2-3 ft. | 25.00 |
| Spirea, Billardi and Van Houttei | 18-24 in. | 20.00 |
| Spirea, Billardi and Van Houttei | 2-3 ft. | 30.00 |
| Spirea, Callosa Alba and Anthony Waterer | 8-12 in. | 40.00 |
| Spirea, Callosa Alba and Anthony Waterer and Frobelli | 12-18 in. | 50.00 |

HEDGES**Per Hundred Price**

Japanese Barberry,
12-18 in., \$25.00; 18-24
in., \$30.00; 24-36 in.,
\$40.00.

Privet Arm. R. Nor.,
12-18 in., \$15.00; 18-24
in., \$20.00; 24-36 in.,
\$25.00.

Cotoneaster, 18-24
in., \$50.00.

Froebel Spirea, needs
no trimming, 12-18 in.,
\$40.00; 18-24 in., \$50.00;
24-36 in., \$60.00.

A. W. Spirea, 12-18
in., \$40.00; 18-24 in.,
\$50.00; 24-36 in., \$60.00.

Van Houtte Spirea 12-18 in., \$18.00; 18-24 in., \$25.00; 24-36 in., \$40.00.

Van Houtte, lighter grades, 12-18 in., \$9.00; 18-24 in., \$12.50; 24-36 in., \$20.00.

**Privet Hedge****FOR WINDBREAKS & WOODLOTS****Ash, Box Elder, Locust, Elm,
Russian Mulberry**

| | 100 | 1,000 |
|----------------------|--------|---------|
| 8 to 12 inches..... | \$1.25 | \$10.00 |
| 12 to 18 inches..... | 2.00 | 15.00 |
| 18 to 24 inches..... | 4.00 | 30.00 |
| 2 to 3 feet..... | 5.00 | 36.00 |

CHINESE ELM

| | 100 | 1,000 |
|----------------------|---------|----------|
| 6 to 12 inches..... | \$ 3.00 | \$ 25.00 |
| 12 to 18 inches..... | 6.50 | 50.00 |
| 18 to 24 inches..... | 10.00 | 75.00 |
| 2 to 3 feet..... | 15.00 | 125.00 |

Transplanted one year field grown
Chinese Elm. 2 to 3 ft., 25c each.

We have acres of this size. It's the
size that will make a tree from 5 to 8
feet in one year. Our specialty—com-
pare prices.

EVERGREENS FOR WINDBREAKS

| Heavy Roots—Transplants | Per 100 |
|-------------------------|-------------------|
| Jack Pine..... | 12-15 in. \$20.00 |
| Jack Pine..... | 15-18 in. 30.00 |
| Jack Pine..... | 18-24 in. 40.00 |

SCOTCH PINE

| Per Doz. | Per 100 |
|----------------------|----------------|
| 6 to 9 inches..... | \$2.00 \$15.00 |
| 9 to 12 inches..... | 2.00 20.00 |
| 12 to 15 inches..... | 3.00 30.00 |
| 15 to 18 inches..... | 4.00 40.00 |

AUSTRIAN PINE. Same price as
Improved Scotch above.

**A Pine Windbreak**

**10 PER CENT
CASH
DISCOUNT
On All
Evergreen
Transplants
Cash with
Order**

Evergreens



HENRY F. HAMAN
Landscape Architect

We name only best varieties. Take our advice and plant no Norway Spruce anywhere near here; it's a waste of time and money. Plant a tree that will be a pleasure to see grow and bring returns. Austrian Pine and the Improved Scotch will do well. The Jack Pine is the one for sandy soils. We can furnish these types in very large quantities. Ask for prices in 1,000 and 10,000 lots. We can furnish small seedlings in any number, but remember they need care. Let us grow them for you.

| | | |
|--------------------------------------|---------|---------|
| Colorado Blue Spruce, 6 to 9 in..... | \$20.00 | per 100 |
| Jack Pine, 6 to 9 in..... | 5.00 | per 100 |
| 9 to 12 in..... | 7.50 | per 100 |
| 12 to 15 in..... | 10.00 | per 100 |
| 15 to 18 in..... | 15.00 | per 100 |
| 18 to 24 in..... | 20.00 | per 100 |

Austrian Scotch Improved and
Bull Pine and Ponderosa—

| | | |
|-----------------------------|-------|---------|
| 6 to 9 in..... | 7.50 | per 100 |
| 9 to 12 in..... | 15.00 | per 100 |
| 12 to 15 in..... | 20.00 | per 100 |
| 15 to 18 in..... | 25.00 | per 100 |
| Arbor Vitae, 12 inches..... | 15.00 | per 100 |

EVERGREENS—SPECIMEN

Large Sizes for Landscapes and Plantings

All Evergreens have been previously transplanted several times. We quote prices on all true, clean, healthy stock, balled and burlapped and guaranteed. Varieties listed here are hardy.

PFITZER JUNIPER, Broad Spreading (Gray Green)

| | | |
|---|---------|------|
| 24 to 30 inches across, balled and burlapped..... | \$10.00 | each |
| 18 to 24 inches across, balled and burlapped..... | 8.00 | each |
| 15 to 18 inches across, balled and burlapped..... | 6.00 | each |

SABINA OR SAVIN JUNIPER (Dark Green)

| | | |
|---|---------|------|
| 24 to 30 inches across, balled and burlapped..... | \$10.00 | each |
| 18 to 24 inches across, balled and burlapped..... | 8.00 | each |
| 12 to 18 inches across, balled and burlapped..... | 6.00 | each |

The Upright SILVER JUNIPER OR SCOBUDORUM (Silver)

One of the most beautiful and hardy Junipers.

| | | |
|---|--------|------|
| 2½ to 3 feet high, balled and burlapped..... | \$8.00 | each |
| 2 to 2½ feet high, balled and burlapped..... | 6.00 | each |
| 18 to 24 inches high, balled and burlapped..... | 5.00 | each |

JUNIPERUS VIRGINIANA (Keep Sheared)

| | | |
|--|--------|------|
| 3 to 4 feet high, balled and burlapped..... | \$7.50 | each |
| 2½ to 3 feet high, balled and burlapped..... | 6.00 | each |
| 2 to 2½ feet high, balled and burlapped..... | 4.00 | each |
| 1½ to 2 feet high, balled and burlapped..... | 3.00 | each |
| 1 to 1½ feet high, balled and burlapped..... | 2.00 | each |

EVERGREEN SPECIMEN

Black Hill Spruce—*Picea Canadensis Albertiana*

| | Each |
|------------------------|---------|
| 3½ to 4 feet, B. & B. | \$10.00 |
| 3 to 3½ feet, B. & B. | 8.00 |
| 2½ to 3 feet, B. & B. | 6.50 |
| 2 to 2½ feet, B. & B. | 5.00 |
| 18 to 24 inch, B. & B. | 4.00 |
| 12 to 18 inch, B. & B. | 2.50 |

Spruce—*Picea Pungens Clauca*

Blue or silver blue. Very popular all over the world for lawn planting.

| | Each |
|-----------------------|---------|
| 2½ to 3 feet, B. & B. | \$14.00 |
| 2 to 2½ feet, B. & B. | 10.00 |
| 1½ to 2 feet, B. & B. | 7.50 |
| 1 to 1½ feet, B. & B. | 5.00 |

Lighter grades from \$2.50 to \$4.00 each.



Colorado Blue Spruce

If you want smaller Evergreens than listed, ask us for prices—we have them. *Arbor Vitae* are a little touchy in our vicinity, but beautiful and worth while to plant in protected places.

THUYA ARBOR VITAE

| | |
|-------------------------------------|---------|
| 3 to 3½ feet, balled and burlapped. | \$10.00 |
| 2½ to 3 feet, balled and burlapped. | 7.50 |
| 2 to 2½ feet, balled and burlapped. | 6.00 |
| 1½ to 2 feet, balled and burlapped. | 5.00 |

| | |
|---|-------------|
| AUSTRIAN PINE. 2 to 2½ feet high, balled and burlapped. | \$5.00 each |
| 18 inches to 2 feet high, balled and burlapped. | 4.00 each |

| | |
|--|-----------|
| SCOTCH PINE. 3 to 4 feet high, balled and burlapped. | 7.00 each |
| 2 to 3 feet high, balled and burlapped. | 5.00 each |
| 1½ to 2 feet high, balled and burlapped. | 4.00 each |

HARDY FERNS. To grow in shady places. Three for \$1.00; very large roots, 50c each.

HARDY PERENNIALS BLOOM FIRST YEAR

All named varieties below 35c each or 3 for \$1.00.

Delphiniums, blue; Phlox, all colors; Hardy Sweet Peas, red and white; Hollyhock, double only, flowers are as large as peonies; Poppies, large, hardy; Daisies, small and large flowering, early and late; Sweet Williams, Hardy Carnations or Pinks for the rock garden; Yucca, Veronica, Achillea, Anchusa, Anthemis, Columbine, Hardy Asters, Campanula, Centaurea, Coreopsis, Chrysanthemum, Gaillardia, Globe Thistle, Grasses, Ferns, Golden Glow, Platycodon and Penstemon Torreyae.

BABY BREATH, double, at \$1.25 each. Very large roots.

BLEEDING HEART, strong roots, at 75c each.

Get one of our new Columbines "HELEN" dark blue at 50c each.

Our Landscape Department at your command. Call 345.



GALE CYPHER
Salesman Nursery
Department

Apples

Special parcel post prices: 1 yr. grafts, 1½-3 ft., 25c each; \$2.00 per 10; \$17.50 per 100.

SUMMER AND FALL APPLES

WEALTHY. The best all around Fall variety for all purposes. Bears very young and annually. Trees very hardy. Quality the best.

YELLOW TRANSPARENT. Our earliest yellow apple. Tree hardy, upright, requiring very little room; productive, bears extremely early.

DUCHESS OF OLDENBURG. Large striped red variety. Young and prolific bearer. The leading late summer or early fall sort.

CRAB APPLES

All the crab apples we offer are large size, as large as a small sized apple.

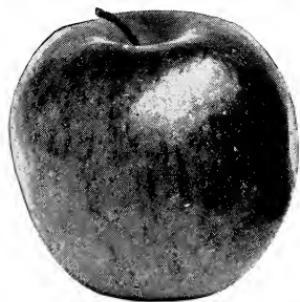
HYSLOP. Very dark crimson when ripe. Heavy bearer. The leading crab.

TRANSCENDENT. Earlier than the above. Yellow striped with red. Very juicy.

WHITNEY. Large size. Green striped with red. Heavy bearer and especially valuable for cider making.

SPECIAL ANOKA apple, the earliest tree to bear so far known. Medium size but larger than Duchess. Very hardy.

| | |
|---------------|-----------------------------|
| 5-6 foot..... | Each \$1.00; \$10.00 per 12 |
| 4-5 foot..... | Each .75; 7.00 per 12 |



WINTER APPLES

DELICIOUS. The peer of all winter apples; second degree of hardiness. Nuff sed. Not so hardy north of central Nebraska.

HARALSON. The recognized leader of all very hardy, fine winter apples. Fruit large, well covered with solid red. Fine grained, tender and juicy. Excellent quality. Keeps in storage until spring.

JONATHAN. Brit red, juicy, snappy flavor. Keeps until middle of summer.

NORTHWESTERN GREENING S. Fruit similar to R. I. Greening but a much longer keeper and tree a far better and stronger grower.

MALINDA. Medium reddish-yellow fruit. Very good in February and March. Very hardy.

GRIMES GOLDEN. Another of the old varieties still classed among the leaders. Golden yellow, exceptionally fine flavor. Claimed to be susceptible to collar rot.

SPECIAL. Dolgo Crab. Oblong shaped with color beautiful solid red. Finest jelly crab known to date. Price same as for Anoka.

PEARS

Mendel pears same prices as apples.

PLUMS and PLUM-CHERRY HYBRIDS

Prices for Plums

(Except as noted)

| | Each | 12 | 100 |
|---------------|--------|---------|---------|
| 5-6 foot..... | \$1.25 | \$12.50 | \$90.00 |
| 4-5 foot..... | 1.00 | 10.00 | 70.00 |
| 3-4 foot..... | .75 | 7.50 | 55.00 |

WANETA. Very largest and red.

SAPA. Ripens very early. Flesh red, skin blue or black when ripe. Heavy bearer.

OPATA. Same as Sapa, but larger, with green flesh. Both these are excellent for canning.

KAHINTA. Full sister to the Waneta.

OKA CHERRY. Closest to the real cherry and the best of all the Hansen introductions. Very large, red flesh, small pit. Dries on trees until ready to be picked.

| | | | |
|---------|--------|---------------|--------------|
| 4-5 ft. | \$1.00 | each; \$11.00 | per 12. |
| 2-3 ft. | .75 | each; | 7.50 per 12. |

TOM THUMB. Similar to Oka, but smaller.

UNDERWOOD. Earliest of the Minnesota plums. Fruit dark red, very small pit. Excellent flavor.

RED WING. Very large, red free-stone. Peels like a peach. Very good.

RADISSON. Very large red plum, even surpassing Underwood in flavor.

STANDARD CHERRIES

(Kirshen)

EARLY RICHMOND. More extensively planted than all others. Fruit ripens in a shorter period than the other cherries. Earliest of all.

hardy in fruit bud. Excellent for canning. Above

ENGLISH MORELLO. Late, large black. Very hardy in fruit bud. Excellent for canning. Above two varieties not hardy north of Huron, S. D.

MONTMORENCY. Large red, rich, acid, very hardy and productive. Two weeks later than E. Richmond.

PRICES

| | Each | 12 | 100 | |
|---------------|--------|---------|---------|--|
| 5-6 ft. | \$1.00 | \$10.00 | \$90.00 | |
| 4-5 ft. | .75 | 6.50 | 55.00 | |
| 2½-3 ft. | .65 | 6.50 | 50.00 | |



STRAWBERRIES

Postpaid SPRING BEARING

| | 25 | 50 | 100 | 500 | 1000 |
|---|--------|--------|--------|--------|---------|
| Senator Dunlap | \$0.50 | \$0.80 | \$1.50 | \$5.50 | \$10.00 |
| Everbearing Champion and Progressive..... | .90 | 1.50 | 2.50 | 10.00 | 18.00 |
| Mastodon | 1.00 | 1.85 | 3.50 | 14.00 | 25.00 |

RASPBERRIES

CUMBERLAND. Black-cap. Glossy black, sweet. The best of all Black raspberries.

KING. Very hardy and fine for cold climates. Ripens early. Light red, soft.

LATHAM. About a week later than King. The best, finest and largest red raspberry.

| PRICES | 12 | 50 | 100 |
|-------------|--------|--------|---------|
| Latham | \$2.00 | \$6.00 | \$12.00 |



ROOT CROPS

RHUBARB or PIE PLANT

Strong 2 yr., 15c each; 10 for \$1.25. By mail prepaid, 20c each; 10 for \$1.75.

HORSERADISH, 15c each.

GRAPES

In the long run, bring the biggest returns of all the small fruits, especially the hardy Beta, which does not require winter protection.

BETA. Hardy, very strong grower. Berries blue-black, medium size, pleasant flavor. **Beta is the grape to plant.**

CONCORD. The well known, large delicious tasting table grape, black.

LUTIE. One of our best red sorts.

NIAGARA. This is the sweet, large green or white grape. Very good.

PRICES

Beta, 2 yr. No. 1, 40c each; \$4.00 per 12; \$30.00 per 100.

Concord, Niagara, Lutie, 2 yr., each 30c; \$3.00 per 12; \$20.00 per 100.

CURRANTS

WHITE GRAPE. White, large, very sweet and productive.

PERFECTION. The very largest and best of all currants and still leading the markets.

PRICES

Perfection, 2 yr. No. 1, 40c each; \$4.00 per 12; \$35.00 per 100.

Other varieties, 2 yr. No. 1, 40c each; \$4.00 per 12; \$25.00 per 100.

WASHINGTON RUST PROOF

Asparagus (Spargel). 2 yr. roots.

25 50 100 1000

Express \$0.75 \$1.40 \$2.65 \$18.00

Mail85 1.55 2.85 20.00

SUMMER FLOWERING BULBS

We have about 180 varieties of Dahlias, Gladiolus, Canas, Lilies, Tuberoses and others. Plant in quantity for flowers all summer.

PRICES—GENERAL ASSORTMENT

| | | | | | | |
|-----------------------------------|--------|--------|--------|--------|--------|--------|
| Cannas, dormant bulbs. | Each | 6 | 12 | 25 | 50 | 100 |
| PRESIDENT, outstanding novelty.. | \$0.15 | \$0.75 | \$1.30 | \$2.40 | \$4.50 | \$7.50 |
| Dahlias, assorted varieties | .15 | .75 | 1.50 | 2.50 | 4.50 | 7.50 |
| Dahlias of special merit..... | .25 | 1.25 | 2.50 | 4.50 | 7.50 | 14.00 |

Dahlia NOVELTIES AND ARISTOCRATS, we can furnish at same price as quoted by Specialists. Ask for prices.

Gladiolus, large blooming size bulbs, finest varieties.

Very Fine Varieties. Smaller size from 50 cents a dozen up

| | | | | |
|------------------------------|--------|--------|--------|--------|
| SPECIAL RAINBOW MIXTURE..... | 12 | 25 | 50 | 100 |
| | \$1.00 | \$1.60 | \$2.50 | \$4.50 |

LILIES, Regals, Tiger, Pink, Madonna and St. Joseph, extra strong blooming size bulbs, 50¢ each; 12, \$5.00; 25, \$9.00.

FALL BULBS—(Oct.-Nov. Delivery)

TULIPS

| | | | | | |
|----------------------|-------|--------|--------|--------|---------|
| Darwin—\$1.00 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|----------------------|-------|--------|--------|--------|---------|

Bartigton, crimson scarlet, early; Clara Butt, apple-blossom pink, late; Edmee, vivid cherry red, late; Farncombe Sanders, rich, scarlet, early; Inglescombe Yellow, rich yellow; Pride of Haarlem, carmine red, early; Rev. Ewbank, heliotrope lilac, early; Sieraad Van Flora, pink, blue base, early; White Queen, white, late; Zulu, rich velvety purple, late.

Darwins Mixed

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$.80 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

Single Early

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$1.00 | Dozen | \$1.75 | per 25 | \$6.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

Cramoisse Brilliante, rich crimson; Rose Gris de Lin, delicate pink; Yellow Prince, lemon-yellow.

Single-Early-Mixed

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$.80 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

Double Early

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$1.00 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

Double-Early-Mixed

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$.80 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

Coureeene d'Or, orange yellow; Rubra Maxima, deep red; Lucretia, deep pink.

Breeders in Five Different Varieties

| | | | | | |
|--------|-------|--------|--------|--------|---------|
| \$1.00 | Dozen | \$1.50 | per 25 | \$7.00 | per 100 |
|--------|-------|--------|--------|--------|---------|

HYACINTHS

Hyacinths in separate colors, red, white, blue, pink.

| | | | | | |
|--------|-----------|--|--|--------|--------|
| \$2.50 | per Dozen | | | \$4.00 | per 25 |
|--------|-----------|--|--|--------|--------|

Hyacinths in separate colors, smaller size for outdoors and pots

| | | | |
|----------|------|--------|----------|
| 15 cents | each | \$1.50 | per Doz. |
|----------|------|--------|----------|

CROCUS

| | | | | | | |
|-------------------------------------|--------|-------|--------|--------|--------|---------|
| Crocus, blue, white, purple, yellow | \$.80 | Dozen | \$1.50 | per 25 | \$5.00 | per 100 |
|-------------------------------------|--------|-------|--------|--------|--------|---------|

GARDEN SEEDS

VEGETABLE SEEDS, 5¢ per pkt., 6 pkts. for 25¢, postpaid.

| | |
|------------------------|-------------------|
| Asparagus, Wash. | Peppers |
| Beans | Radish |
| Beets | Rape |
| Brussels Sprouts | Rutabagas |
| Cabbage | Salsify |
| Carrots | Leek |
| Cauliflower | Lettuce |
| Celeriac (Root celery) | Melons |
| Celery | Onions |
| Chard, Swiss | Parsley |
| Cucumbers | English Rye Grass |
| Egg Plant | Kale |
| Kale | Parsnips |
| Kohlrabi | Spinach |
| Peas | Tomatoes |

SWEET PEAS

Spencer Varieties, 6 distinctive colors, red, white, blue, lavender, pink, orange.

Pkt., 10¢; mixed, 3 pkt. for 25 cents.

1 pkt. Double Petunia Seed for 25 cents
Double

FLOWER SEEDS

10¢ per pkt.; 6 pkts. for 50¢

| | |
|-------------------|-------------------|
| Lupinus | Peony Poppy |
| Marigold | Phlox |
| Mixed Flower Seed | Poppies |
| Mourning Bride | Portulaca |
| Nasturtiums | Straw Flowers |
| Pansies | Salpiglossis |
| Petunia | Scarlet Runner |
| Snapdragon | Carnation |
| Sweet William | Castor Bean |
| Verbena | Centaurea |
| Zinnia | Cockscomb |
| Alyssum | Coreopsis |
| Antirrhinum | Cosmos |
| Balloon Vine | Daisies |
| Balsam | Dianthus |
| Calendula | Four O'Clock |
| Callospis | Gaillardia |
| Candy Tuft | Hollyhock, double |

ALFALFA or large quantities of vegetable or flower seed. Write for special prices.

Prices on Bedding Plants, Etc.

| | Each | Per Doz. | Per 100 |
|--|--------|----------------------|---------|
| Alyssum, sweet, 2-inch pots..... | \$0.10 | \$0.75 | \$ 5.50 |
| Alyssum, double, 2-inch pots..... | .15 | 1.50 | 10.00 |
| Antirrhinum (Snapdragon) 2-in. pots | .10 | .75 | 5.50 |
| Antirrhinum Loewenmaul, 3-in. pots.... | .20 | 2.00 | 15.00 |
| Asparagus Sprengerii, 3-inch..... | .20 | 2.00 | 15.00 |
| Asparagus Sprengerii, 4-inch..... | .30 | 3.00 | 24.00 |
| Asparagus Plumosus fine needles, small | .20 | 2.00 | |
| Asparagus Plumosus fine needles, larger | .35 | 3.50 | |
| Cannas, dormant roots, PRESIDENT.. | .10 | 1.00 | 6.50 |
| Cannas, pink and yellow..... | .10 | 1.00 | 6.50 |
| Cannas, started in sand..... | .15 | 1.50 | 12.00 |
| Cannas, from pots..... | .10 | 2.00 | 15.00 |
| Coleus, foliage plants..... | .10 | 1.00 | 7.00 |
| Coleus, larger plant..... | .15 | 1.50 | 10.00 |
| Other foliage plant and Joseph Coat..... | | Same price as Coleus | |
| Dracema, palm-like for center..... | .30 | 3.00 | 23.00 |
| Dracema, large | .50 | 5.00 | |
| Dusty Miller, out of pots..... | .10 | 1.00 | 7.50 |
| Geraniums, small | .10 | 1.00 | 7.50 |
| Geraniums, medium | .20 | 2.00 | 15.00 |
| Geraniums, larger | .25 | 2.50 | 20.00 |
| Geraniums, extra large..... | .35 | 3.50 | 25.00 |
| Ivy, hardy English..... | .25 | 2.50 | |
| Ivy, German | .15 | 1.50 | |
| Lobelia, star of love..... | .10 | 1.00 | 7.50 |
| Marguerites, white single..... | .15 | 1.50 | |
| Marguerites, double, large..... | .20 | 2.00 | |
| Petunia, heavenly rose..... | .10 | 1.00 | 7.50 |
| Petunia, from larger pots..... | .20 | 2.00 | 15.00 |
| Petunia, double varieties..... | .25 | 2.50 | 20.00 |
| Salvia, scarlet sage..... | .10 | 1.00 | 7.50 |
| Salvia, fireball | .15 | 1.50 | 7.50 |
| Salvia, America red..... | .25 | 2.50 | 17.50 |
| Verbena, also 20 and 25c each..... | .10 | 1.00 | |
| Vinca, white and green..... | .10 | 1.00 | |
| Vinca, 20c each, \$2.50 per doz..... | .35 | 3.50 | |

Add postage. Larger shipments by express collect. 10
plants for porch boxes, \$1.00.

SEEDLING BEDDING PLANTS

Snapdragon, mixed colors; Calendula, lemon and orange color; Daisies, Feverfew, Marigold, Zinnia, large mixed, Larkspur, Petunias, Verbena.

Price 50c per dozen.

Mixed Asters, mixed colors, 40c per dozen, 3 dozen for \$1.00.

Stocks, summer, 70c per dozen.

Add 15c postage.



DAVID RUDAT
Grower in Plant
Dept.



Double Petunia



Snapdragon

Fertilizers--Plant Foods



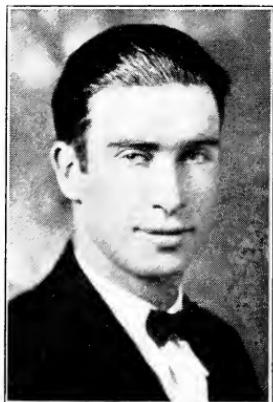
VIGORO, wholesale and retail. We are the authorized agents for this territory. Postpaid, 12 oz. package for 17c; 5 lbs. for 65c.

Express or freight collect, 25 lbs., \$1.75; 50 lbs., \$3.00; 100 lbs., \$5.00.

PLANT LIFE (Liquid). A fine plant food. 32c per can postpaid.

FLORANID. Plant food (send for our literature), 1½ oz. can, 25c prepaid.

NITROPHOSKA. Plant food (send for our literature), 2 oz. can 25c postpaid.



Maynard Groves

INSECTICIDES

EVERGREEN (nonpoisonous). Gets mealy bugs and other pests. 1½ oz. bottle 40c prepaid.

VOLCK. A very effective spray for red spider, mealy bug, scale, white fly and aphid. Safe to use on tender plants. Postpaid, ½ pint, 40c; pint, 95c; quart, \$1.40.

INSECT POWDER. In small packages, 17c per package, postpaid.

SULPHUR. Yellow sulphur. To spread around evergreens, keeps animals away. Postpaid, ¼ lb., 9c; ½ lb., 16c; lb., 24c.



PURE KENTUCKY LAWN GRASS SEED

(Recleaned, No Weeds)

Postpaid, lb. package, 60c.

Express or freight, 5 lbs. \$3.00; 10 lbs. \$5.75; 20 lbs. \$11.00.

Antkiller, 60c each.

HARD SHELL BUG KILLER

50c per lb. Gets squash and rosebugs. Can also be used for many other insects early in the morning.

Lime sulphur
Paris green
Hotcaps
Blackleaf 40

NEPONSET FLOWER POTS (Paper)

| | Doz. | 100 | 1000 |
|----------------------|--------|--------|---------|
| 2½ in. postpaid..... | \$0.25 | \$1.50 | \$11.00 |
| 3 in. postpaid..... | .30 | 1.75 | 12.00 |
| 4 in. postpaid..... | .40 | 2.25 | 18.00 |



Parnell Sisters
Our Radio Entertainers

ARTIFICIAL WREATHS

Natural prepared wreaths, splendid values at a price range of \$2.30 to \$10 prepaid.

BASKETS OF ARTIFICIAL FLOWERS

Artistically arranged, made up of all kinds of flowers, fine combinations at \$1.25, \$1.50, \$1.75, \$2.00, \$2.50 and \$3.50 each prepaid.

ARTIFICIAL FLOWERS, ETC. (Prepaid)

STRAWFLOWERS. Per dozen, 38c.

BABY'S BREATH. Dried per bunch, 25c, white or red.

BOUQUET OF ARTIFICIAL FLOWERS. 75c to \$2.50 each. Nice for winter bouquets.

CUTFLOWER AND PLANT BASKETS

Ranging from 60c to \$5.00 each, prepaid.

FISH MOSS

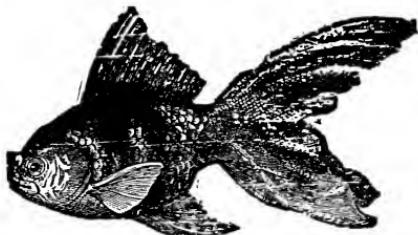
For your aquarium, 25c postpaid. We have it the year around.

GOLDFISH

Shipped by Express Only—Minimum Shipping Charges About 40c

| | |
|-----------------------|----------------|
| Small goldfish | 15c |
| Medium size | 25c |
| Shubunkins | 25c, 35c, 50c |
| Fantails | 50c, 75c |
| Black Telescopes..... | 75c and \$1.00 |

PAILS FOR SHIPPING FISH. At cost, 15c, 25c.



“THE AQUARIA.” Paper covered booklet, well illustrated, 28c prepaid. Fish for pools—also waterlilies and plants.

TURTLES AND SNAILS

(Postpaid Prices)

Baby Turtles, fancy, 40c each, 3 for \$1.10. Snails, 4 for 25c.

WATERNEWTS

Five for \$1.00. They are just like small alligators.

FISH FOODS (Postpaid)

Fish food in paper box (for goldfish), 17c per box.

Wafer fish food, full size package, 15c per package.

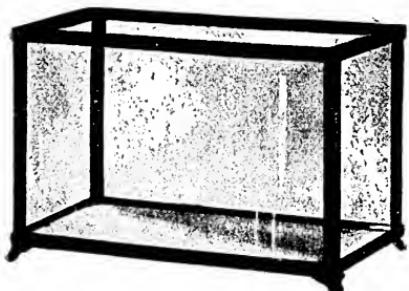
Japanese Shrimp, finest quality, 22c per package.

Get Your Fish and Aquarium Supplies from Us



Harry Doecke

AQUARIUMS



By Express or Freight Collect

Style 800B, round, all clear glass, 10 inch diameter, 2 gal. capacity with table stand No. T10. Shpg. wt. 7 lbs. Price \$3.95 complete.

Size No. 102, 12x7x7 inches, 2.3 gal. Shpg. wt. 8 lbs. Price \$3.95.

Size No. 103, length 14 in., width 8 in., height, 10 in. Shpg. wt. 11 lbs. Capacity 4.1 gal. Price \$4.95.

Size No. 104, length 16 in., width 9½ in., height 10 in. Shpg. wt. 14 lbs. Capacity 6 gal. Price \$5.95.

FISH GLOBES

Very Carefully Packed

| Style | Capacity | Shpg. Wt. | Price |
|---------------------|----------|-----------|-------------|
| B Squat shaped..... | ½ gal. | 2 lbs. | \$0.30 each |
| B Squat shaped..... | 1 gal. | 3 lbs. | .55 each |
| F Drum shaped..... | 1 gal. | 3 lbs. | .60 each |
| F Drum shaped..... | 2 gal. | 5 lbs. | 1.00 each |
| P Clear glass..... | 2½ gal. | 6 lbs. | 1.35 each |

Add Postage



STANDS FOR FISH GLOBES

| | |
|--|--------|
| No. S6½ for style F, 1 gal. bowl, height 32 in. Shpg. wt. 3 lbs..... | \$1.50 |
| No. T6½ T Table stand for style F, 2 gal. Shpg. wt. 2 lbs..... | .50 |
| No. T½ T Table stand for style B, ½ gal. Shpg. Wt. 1 lb..... | .25 |
| No. T1 T Table stand for style B, 1 gal. Shpg. wt. 1 lbs..... | .35 |

Add Postage

FISH AND AQUARIUM SUPPLIES



AQUARIUM CEMENT. To mend breaks in cracked glass. 3 ozs. 30c.

DIP NETS. 3 inch diameter, gauze, for tropical fish, 12 inch wire handle. 20c each.

DIP NETS. 4 inch diameter round cord nets, 16 inch wood handle. 35c.

Floating celluloid animals, ducks,

turtles, swans, frogs, etc. 10c each, \$1.10 per dozen.

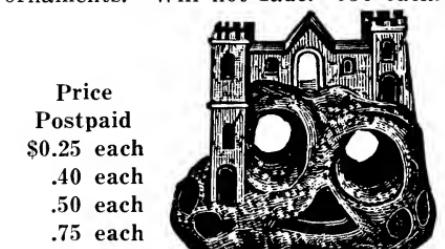
BALANCING ORNAMENTS for fish bowls. (Cat with fish in mouth, etc.) Each 40c; 3 for \$1.00.

MERMAIDS. Imported attractive ornaments. Will not fade. 95c each.

CASTLES

| Height | Price Postpaid |
|--------|-------------------|
| 3 in. | \$0.25 each |
| 4 in. | .40 each |
| 5 in. | .50 each |
| 6 in. | .75 each |
| 10 in. | 2.40 each |

For fish bowls and aquariums



Bird Cages

Can be shipped by express or parcel post. Customer pays transportation.

No. 521G. Solid brass, round cage, 10 $\frac{1}{4}$ in. diameter, satin dip. Shpg. wt. 3 lbs. Each \$3.25.

No. 5261. Japanese style cage in red, green or blue colors, with brass hilite and drawer bottom. Wt. 14 lbs. \$9.25 each.

No. 1061E. Stand for above, in red, green or blue. Wt. 10 lbs. \$5.25 each.

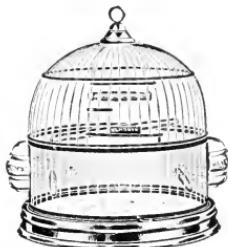
No. 70C. Round cage, heavy, serviceable. In three colors, red, green and tan, with black and brown trim. \$2.50 each.

No. 70S. Stand for above, \$2.35 each.

No. 70CS. Cage and stand complete, \$4.45.



Eva June Merscheid
Our Sweetheart Rose



Accessories (Cage Cups, Etc.)

Prices Postpaid

BATH DISHES. Large size. 25c each.

OPAL SEED CUPS. 21c each.

WIRE BREEDING NESTS. With swivel No. 20, 18c each.

Lice proof nesting material. 15c per pkg.

Bird cage springs, single. 16c each.

Bird cage brass brackets. 25c each.

Cretonne cage covers. To protect birds at night. 95c and \$1.15 each.

Cretonne seed guards, to prevent seeds from being scattered all over the floor. \$1.35 each.

BIRD FOODS AND PREPARATIONS

Postpaid

In cartons with directions printed on package. **FINEST QUALITY**
"EMIL'S" Canary bird seed, our own mixture. 20c per pkg.

"EMIL'S" Love bird seed, our own brand. 25c per pkg.

"EMIL'S" Millet seed for Finches. 25c per pkg.

Sunflower seed, per lb. 22c.

Color and Pepper food, per pkg. 35c.

Song restorer and moulting food, per pkg. 30c.

Cuttlebone, 9c per piece or 3 for 25c.

Bird Tonic Balls, 15c each or 2 for 27c.

Bird Tonic Liquid, per bottle 28c.

Bird salve for sores, etc. Per pkg. 27c.

Egg and nesting food, per pkg. 30c.

Parrot tonic, for colds and asthma. 40c per bottle.

Lice powder, for lice, mites, etc. 30c per pkg.

Bird delouser, a liquid remedy. Per bottle, 40c.

Bird gravel. 3 lbs. for 48c.

Bird gravel paper for round cage bottoms. 5c each, 12 for 50c.

CATNIP MICE

Postpaid

Catnip, covered with cloth, shaped like a mouse. 18c each.

ILLUSTRATED BOOKS

Postpaid

Canary breeding and training. 30c each. Feathered pets. 35c each.

Parrots and other talking birds. 35c ea. Goldfish and Aquaria. 30c each.

BIRDS

Hartz Mountain Canaries (Males)

Our birds are all strong and active. Every singer we sell has been tested and known by us as a singer. We cannot send out on trial or exchange birds. State the amount you wish to pay and leave the selection to us. The value of a bird is not in the plumage. All birds are graded as to singing qualities and range of notes.

Hartz Mountain Strain. These are the popular singers and usually are mixed in plumage. Considered the most vigorous.

No. D domestic bred canaries, \$6.00 and \$7.50 each.

Imported Hartz Mountain Canaries (Males)

Fine German imported rollers, \$7.50 each.

SELECTED SINGERS, German imported roller, \$10.00.

St. Andreasburg and Seifert Rollers, Males

Fine grade of German imported birds, price depending on notes and calls. Fine singers at \$10.00 each. Selected singers at \$12.50 each, and \$15.00 for the opera singers.

Female Canaries for Breeding

Domestic, dark and mixed, \$1.50 and \$1.75 each. Domestic, yellow, \$2.00 and \$2.50 each.

Imported, roller stock. Each, \$3.00, \$4.00, \$5.00.

White Canaries (Males)

Selected imported rollers, \$15.00 each.

Australian Shell Parakeets or Love Birds

Trifle larger than Canaries. Can be taught amusing tricks. \$8.00 to \$10.00 per pair.



Mrs. Emil Merscheid
Has Charge of Corsages,
Shoulder and Wrist
Bouquets

Japanese Robins

Remarkable Songsters

Dark green color, except breast of orange yellow blend, rivaling European Nightingale in song. \$10.50 each.

For other pets inquire
please.



LEO ANDERSON
In Charge of Designing
Department

Everybody Loves Flowers

Cut flowers or a nice blooming pot-plant for Mother on your or her birthday—A Wedding Anniversary, Easter, Mother's Day, Christmas, Thanksgiving, all bring the cheer we need. Our two speedy delivery cars are at your service, any time, day or night. (Phone 345).

Flowers for the Sick

We make selections of our choice that are fresh cut, long-keeping and particularly adapted for vase, bouquets in the sick room.

OUR SPECIAL SUNSHINE BOXES
Prices.....\$2.00, \$3.00, \$4.00 and \$5.00
Extra fine.....\$10.00

Add 40 cents for express on the smaller boxes, 50 cents on the larger, 15c for P. P. and 25c extra for Special Delivery.



Bridal Bouquet

Cut Flowers

Most cut flowers produced during the various seasons are of our own growing. Prices are all per dozen.

CARNATIONS. From Sept. to July. \$1.50, \$2.00, \$2.50.

ROSES. The year around. \$2.00, \$3.00, \$4.00, \$5.00 to \$10.00.

POMPONS, SMALL CHRYSANTHEMUMS. Sept. to Jan. \$1.00, \$1.50, \$2.00 and \$3.00.

CHRYSANTHEMUMS. Large and medium size. \$3.00, \$4.00, \$5.00, \$6.00, \$7.50 and \$10.00.

NARCISSUS. Yellow and white. Nov. to Jan. \$1.50, \$2.00 and \$2.50.

DAFFODILS. Jan. to April. \$2.00, \$2.50 and \$3.00.

CALLA LILIES. Nov. to May. \$5.00, \$6.00 and \$7.50.

CALLENDULA ORANGE. \$1.50, \$2.00 and \$2.50.

GLADIOLUS. May to Sept. 100 varieties. \$1.00, \$1.50, \$2.00 to \$4.00.

EASTER LILIES. \$5.00 to \$6.00.

SWEET PEAS. 50c and 75c. Bunches \$1.00, \$1.50 and up.

Prices of cut flowers vary with cost of production, quality and length of stem. The short stemmed ones are always cheaper.

Watch for Saturday Specials

Flowers by Telegraph

Flowers delivered anywhere through the Florists' Telegraph Delivery Association, composed of over 4,000 of the most reliable florists in the country. We can deliver flowers and plants anywhere in the United States and Canada, and to many points in Europe on short notice. There is no additional charge for this service, except the cost of the telegram when it is necessary to wire.

A splendid way to remember your friends, no matter where they live is to "Say it with Flowers."

Our Sunshine Baskets of Flowers

These are appropriate for any occasion, and are especially desirable for sick rooms, birthday presents, parties, store and bank openings, etc.

All baskets are supplied with tin liners to hold water so that flowers will keep well.

We make them in two styles—the high handle, as illustrated, and the low handle.

The low handle basket at \$5.00, \$6.00 and \$8.00.

The high handle basket at \$8.00, \$10.00, \$12.50, \$15.00 and up.

Express charges 50 to 75 cents.

Wedding bouquets and decoration of home and church are our specialty. We will be very glad to give our suggestions in regard to bouquets for the bride, bridesmaids, flowergirls and corsages for the mothers; also suggestions for the decoration of home and church.

We are making **SPECIALS** in wedding bouquets at \$5.00, \$7.50, \$10.00, \$15.00 and \$20.00.

Flowers to the new mother. For anniversaries.



Tied with ribbon to match the flowers and pearl headed pins accompany them.

HELEN'S SPECIAL. Made of choice flowers of our selection, and guaranteed to be satisfactory. Contains extra values and is very popular. Prices, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$6.00, \$7.50, \$10.00.

*On Your
Birthday,
Send Your
Mother
Some
Flowers*

SHOULDER BOUQUETS

Are considered the "proper" bouquets to wear at dances, receptions and all social functions. They are made with a shield to protect the gown and are very neat and classy.

Helen's Special, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00.

HOUSEPLANTS

Mother always loves to take care of a few nice houseplants.

FUCHIAS, everblooming, 15c, 25c to \$3.00.

GERANIUMS, all colors, 15c, 25 to 50c.

CYCLAMEN, **ALPENVEILCHEN**, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00.

HYACINTH plants in bloom, 25c to \$2.50.

CALLA LILY plants in bloom, \$1.00 to \$2.50.

CORSAGES

Tied with ribbon to match the flowers and pearl headed pins accompany them.



Mrs. Irene Bosch, Assistant in Flower-Shop

GOLDEN CALLA LILY, \$1.00 to \$2.00.

HYDRANGEAS for Easter. \$2.00 to \$7.50.

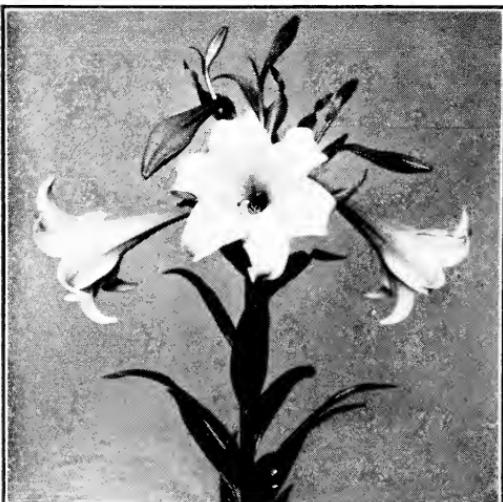
ROSEBUSHES in bloom. \$1.50 to \$5.00.

ROSEBUSHES, grown in pots, not in bloom, for house and outdoors, \$1.00 to \$1.50.

TRAILING VINES, **WANDERING JEW**, **IVY**, **VINCA**, **LOBELIAS**, 10c to 50c.

EASTER LILY plants in bloom, \$1.50, \$2.00, \$3.00, \$4.00 and \$5.00.

EASTER LILY, not in bloom, but in bud, \$1.00, \$1.50 and \$2.00.

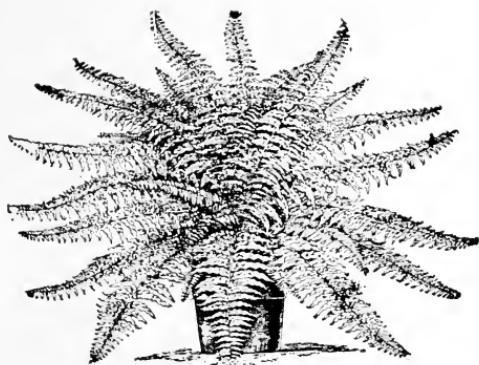


Easter Lily

Mr. Merscheid, proprietor of the North Platte Floral Co., was awarded seven first, three second and two third prizes and won

Sweepstakes—Silvercup

at the Nebraska State Flower Show at Lincoln, November, 1930.



have the best of the bargain and right now I such a singer, also thanks for the sunflower seed and with best wishes.

Nelle Horst.

FERNS

ASPARAGUS PLUMOSUS
FERNS, 25c, 35c, 50c each.

ASPARAGUS, SPRENGERII
FERNS, 25c, 35c, 50c each.

BOSTON FERNS, a splendid stock of these desirables from 50c to \$5.00 each.

Sidney, Nebraska.

Dear Sir: I want to tell you that the bird came all O. K. and I am surely delighted with him. I have only had him one afternoon but he is a wonder. He started right in singing and such notes as he has are wonderful. I feel as if I



WM. BOSCH
Credit and Flower-Shop
Manager

North Platte Floral Company Green Houses and Flower Shop

Here we are to give you service, service and quality outstanding. We need you and your orders. If we want to get your orders we must not only take, we must give—give value received. We do want you to buy everything from us you need in our line.

Remember, we appreciate every order. Seeds, bulbs, seedlings, plants or trees, flowers or birds, fish, aquarium supplies or anything we carry, even fertilizers which we have for every plant that we grow, and you know a smile with every order whether for 5 cents or \$5,000.

It makes life worth living to do something for your fellow man and still get a reasonable share out of it for ourselves and family. Everyone that helps—growing, producing, packing or shipping, hauling, or sweeping the floor—is one of our family, and is given credit for helping to make it a success.

We hope you will like our new catalog. If anything is not clear, write, phone or wire, and we will assist you in getting what you want and need. Remember we do list varieties, only the hardy for you and I, we want things pretty, like everyone does, but you know we want to buy reasonably and good, as this is the foundation of real prosperity that we are all after, and faith in our fellow men, and let's practice all we preach.

Come and see us, we are always here for your convenience and service.

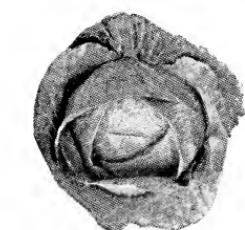
EMIL AND THE WHOLE GANG.

OUR STEAMSHIP DEPARTMENT is at your service. We are agents for all the different lines, selling tickets to any part of the world. Itineraries for your trip will be gladly planned. Excursions under experienced tour leaders. Write us if you are planning on going abroad or stop in at our office at The Flower-Shop, 411 Dewey.

Vegetable Plants

Always specify if you want early, midseason or late varieties. We grow only the very best, tomatoes for earliest Burbank main crop. John Baer cannot be beat for heavy bearing, Ponderosa for the very large for slicing. Peppers, we grow the very best. We supply truck gardeners with cabbage and celery plants. Cauliflower can be grown to perfection from our plants if you give them plenty of water and fertilizer. All vegetables like rich soil and lots of water.

On large quantities, write for special quotations. PRICES FOLLOWING ARE ALL POSTPAID.



| | Doz. | 50 | 100 | 1,000 |
|-------------------------------|--------|--------|--------|--------|
| Cabbage Plants..... | \$0.15 | \$0.40 | \$0.75 | \$5.00 |
| Cauliflower (Blumenkohl)..... | .15 | .50 | .80 | 7.50 |
| Celery | .15 | .50 | .80 | 7.50 |
| Egg Plant (Early Beauty)..... | .25 | .60 | 1.00 | |
| Peppers | .25 | .60 | 1.00 | |
| Sweet Potatoes..... | .25 | .60 | 1.00 | |
| Tomato Plants..... | .20 | .60 | 1.00 | 7.50 |
| Red Cabbage | .15 | .50 | 1.00 | |
| Virsing | .15 | .50 | 1.00 | |
| Kohlrabi | .15 | .50 | .75 | |
| Parsley (Peterselie)..... | .15 | .50 | .75 | |

Onion sets, red or yellow, per lb. 25c; 5 lbs. for \$1.00. If you call for them you save postage.

Tomatoes, pot plants (express only), 10c and 15c each, according to size.

FILLING PORCH BOXES

We are making up special assortments of plants for porch boxes, our selection, at the following prices:

| | | | |
|-----------------|--------|----------------|--------|
| 12 plants..... | \$1.75 | 25 plants..... | \$3.25 |
| Prices Postpaid | | | |

When boxes are brought to us or called for, we can fill them for \$1.00 to \$1.50 per square foot, or to your liking.

HANGING BASKETS

Made of wire, electric welded, with hangers.
Prices 40c 50c 60c 75c

GREEN MOSS

Plants for Porch Boxes and Hanging Baskets

GERANIUMS, large, 30c to 40c each, 3 for \$1.00.

PETUNIAS, 10c, 15c, 20c, 25c and 30c.

VINCA, striped leaves, 10c, 15c, 25c and 30c.

FERRNS, 20c, 25c and 35c.

CALIFORNIA PINK, 15c and 20c.

DRACEMA, center plant, 50c and 75c.

MOSS FOR HANGING BASKETS. $\frac{1}{2}$ lb. 30c, 1 lb. 50c. (One pound is sufficient to line the average basket.)

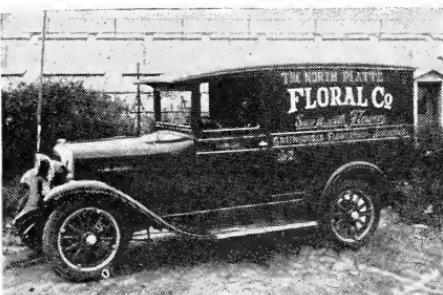




Part of the Organization

Index

| Page | Page | | |
|-------------------------------|--------|----------------------------------|----|
| Almond, Flowering | 5 | Peonies | 4 |
| Apple Trees | 10 | Pets | 18 |
| Aquariums | 16 | Pine, Jack | 8 |
| Arbor Vitae | 9 | Pine, Austrian Scotch | 8 |
| Asparagus Roots | 11 | Plants for Porch Boxes and Hang- | |
| Barberry Bushes | 5 | ing Baskets | 22 |
| Baskets, Artificial | 15 | Plum Trees | 10 |
| Baskets, Cut Flower | 15 | Porch Boxes | 22 |
| Bedding Plants | 13 | Raspberries | 11 |
| Birds | 18 | Rhubarb | 11 |
| Bird Cages and Supplies | 17 | Rose Bushes | 4 |
| Bittersweet | 6 | Scavengers | 15 |
| Cannas | 12 | Seeds, Flower | 11 |
| Catnip Mice | 17 | Seeds, Vegetables | 12 |
| Cherry Trees | 11 | Snowball | 5 |
| Clematis | 6 | Spiraea | 5 |
| Corsages | 20 | Spruce, Colorado Blue | 8 |
| Currants | 11 | Sumac | 5 |
| Cut Flowers | 19 | Sweetpea, Hardy | 6 |
| Dahlias | 12 | Telegraphic Orders | 19 |
| Dogwood | 5 | Turtles | 15 |
| Elms, Chinese | 3 | Vegetable Plants | 22 |
| Evergreens | 8, 9 | Vines | 6 |
| Ferns | 9, 21 | Waternewts | 15 |
| Fertilizers | 14 | Wreath, Artificial | 15 |
| Fish, Gold | 15 | Wedding Flowers | 19 |
| Fish Globes and Stands | 16 | Wisteria | 6 |
| Fish Supplies | 15, 16 | Windbreak | 7 |
| Flowers, Artificial | 15 | | |
| Gladiolias | 12 | | |
| Grapes | 11 | | |
| Grass Seed | 13 | | |
| Hanging Baskets | 22 | | |
| House Plants | 20 | | |
| Honeysuckle Bush | 5 | | |
| Honeysuckle Vine | 6 | | |
| Hydrangea | 5 | | |
| Insecticides | 14 | | |
| Iris | 5 | | |
| Lilac, Persian | 5 | | |
| Lilies | 12 | | |
| Mockorange | 5 | | |
| Paper Pots | 14 | | |



K G N F

Great Plains Broadcasting Co.

1430 K.C.

North Platte, Nebr.

500 W.

Write for
prices on
Radio
Advertising.
You will
find it very
effective
for anything
you may
wish to buy
or sell.



Radio
Advertising
pays—
The North
Platte
Floral Co.
is just one
of our
satisfied
customers.

"All ready! Don't move! Watch for the birdie," said "Lucky." BANG!

The flash subsided. Everything looked orange colored. When we could all see each other again—yes, everybody was still there. That IS something—getting our studio staff together all at once in one place.

But here they are—the folks who spend all their time from sunrise to sunset to keep you advised and entertained.

"THIS IS KGNF, The Great Plains Broadcasting Company in North Platte."

Mrs. LeBarron is known to you as "Aunt Sammy" with her menus and recipes. In her spare time she is Secretary and Treasurer of our company. She's on the job right here all day—keeping the announcers awake.

On the extreme left is the little fellow with the big voice—Walt Bretzer. We all "look up to" Walt. It's necessary if you want to see him.

Then there's Bill Goodrich, "Studio Pest" and Chief Announcer. (Try and see his moustache.)

Next in line is "Herb" Spencer, vice president of the company, and "high mogul" of the engineering department.

Frank Powers—on the Sunset Hour program—makes that violin "stand up on its hind legs and beg." Frank is head of our Sales Department.

See those two boys next to Frank to the right of the "mike"—that's the Texas delegation, "Bufe" and Euland Eaves. They operate the transmitter and are talented musicians as well. If we announce "Turkey in the Straw" or a grand overture they play it for you. Of course, we always say, "This is a phonograph record."

There's "Bill" LeBarron. He's the boss. He circulates around—taking phone requests—greeting our visitors—keeping everybody cheerful.

Next to Bill there—is "Jeff," the calico dog—our studio mascot. Jeff was a Christmas present from one of our listeners and he's our inspiration.

Right in the middle of the group is another important character—"mike." And when that little red light glows, "mike" is on the job—scaring the people talking into him and relaying along to you at home the programs from our studio. Here's the gang—with greetings.

We're here every day—come and visit us.

North Platte Floral Co. and Nurseries, Inc.

The North Platte Flower Shop

EMIL MERSCHEID, President

North Platte, Nebraska